

bridging strategy, technology and customer experience

August 26, 2005

TMG

**DHFS eWiSACWIS
Communications Audit**

FINAL

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Background

An outcome of the eWiSACWIS end-user site visits conducted in July and August, the decision was made to conduct a Communications Audit focusing on the information flow between the eWiSACWIS technical staff and end users. This document outlines the objective and approach used to accomplish this task.

Objectives

The objective of the eWiSACWIS Communications Audit is to investigate the effectiveness of current end-user communications and identify ways to improve it.

- Obtain feedback on what end-users perceive to be current and optimal means of effectively communicating necessary information for key eWiSACWIS communication scenarios
- Identify the channels used to communicate eWiSACWIS information to/from end users
- Review the communication content for clarity and understanding from an end-user perspective
- Map key message communication flows

Approach

To accomplish these objectives Evantage will perform the following activities:

- Manager interviews (3-6 telephone interviews)
- Communication workshops with key constituents
- Communication channel/message analysis
- Content review of a sample of messages
- Communications flow mapping (top five communication situations)

To ensure that the scope of this effort be managed, the audit will focus on four communication scenarios:

1. System emergency
2. New user
3. New release
4. Day-to-day system inquiry

Manager Interviews

Evantage Consulting will interview 3-6 managers who represent management, technology and social worker perspectives. Manager interviews will be conducted to:

- Identify how eWiSACWIS managers think the key communication scenarios should be handled; both current and future.
- Identify communications issues the managers perceive as critical to meeting the strategic objectives of the system.
- Confirm that the key communication scenarios are the appropriate ones to review in the audit.
- Confirm and prioritize the communication channels used to deliver messages.

Deliverables

- Discussion guide
- Section in the Communications Audit document with discussion summary

Communication Workshops with Key Constituents

Communication Workshops will be held with supervisors, social workers, technical staff and management to further confirm, refine and supplement the information gathered during the manager interviews. The workshops will focus on what communication approaches are effective and what could be done to revise the current communications process that is perceived to be ineffective. Information delivery, retrieval, clarity and the communications feedback loop will be discussed.

Deliverables

- Discussion guide
- Section in the Communications Audit document with discussion summary
- Discussion transcripts (optional)

Communication Channel/Message Analysis

Review the channels of communication being used (stand-up presentations, training, help desk, documentation, online help, email, etc.) and the type of messages being delivered in those channels (i.e., email messages to communicate system problems). Make recommendations on appropriateness of the message format.

Deliverable

Section in the Communications Audit document presenting the channels and messages, with recommendations for enhancing them.

Content Review

Review a sample of communications content related to the key communication scenarios for clarity and understanding. Part of the review will be to ask constituents (during focus group sessions) to review messages and explain what they mean. This will help identify communications gaps in messages.

Deliverable

Section in the Communications Audit document evaluating communications content including recommendations for enhancing content/message effectiveness.

Communications Flow Mapping

Map communications flow for key communication scenarios and make recommendations (if appropriate) for streamlining communication. Flows will include a timeline.

Deliverable

Section in the Communications Audit document diagramming key communication scenario flows

Timeline

Task	Week											
	1	2	3	4	5	6	7	8	9	10	11	12
Develop manager interview guide												
Conduct manager interviews												
Develop communication workshop discussion guide												

Task	Week											
	1	2	3	4	5	6	7	8	9	10	11	12
Conduct communication workshops												
Review communication channels & message types delivered through each; make recommendations for modifications as appropriate												
Review content of sample messages from the key communication scenarios; make recommendations for modifications as appropriate												
Map the communication flows for key communication scenarios; make recommendations for modifications as appropriate												
Prepare Communications Audit document												